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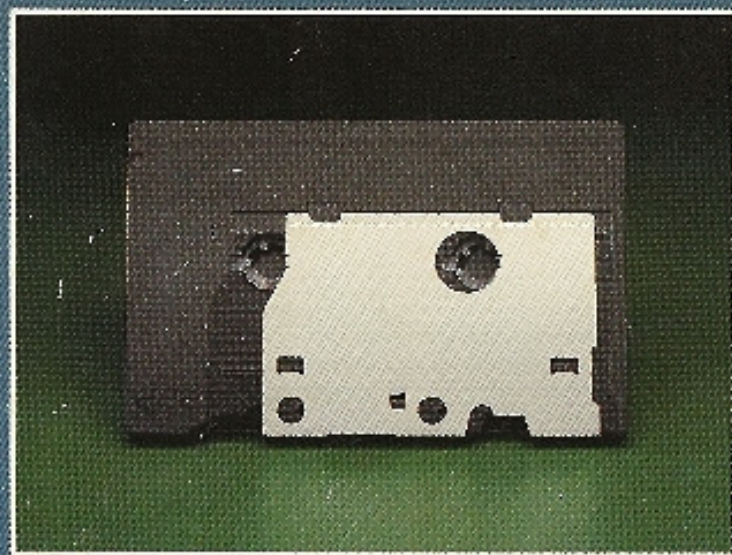
March 1991
Volume 24, Number 8



Tandy Introduces

DIGITAL
dcc
COMPACT CASSETTE

Technology





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ABOUT THE COVER

Original artwork by Joe Burns, Burns Illustration Studio, Garland, Texas. Inset photo by Radio Shack Photography Studios.

This month's *Intercom* cover features an artist's conception of a proposed Optimus digital compact cassette player/recorder. Tandy Corporation officials announced the development of DCC technology and Tandy's plan to manufacture and market DCC products during a press conference at the winter Consumer Electronics Show in Las Vegas, Nev., January 9. For more information on this revolutionary breakthrough in digital audio technology, see the story on page 2.

Tandy to develop and market revolutionary DCC technology

Hailed as the most exciting breakthrough in audio technology since the advent of the compact disc, digital compact cassette (DCC) technology is based on revolutionary digital audio encoding and recording techniques that produce compact disc sound quality in an affordable consumer system. This new technology will for the first time enable the consumer to record high-quality digital audio on DCC tapes, play pre-recorded DCC tapes, or play standard analog cassette tapes, with the same system.

Last October, John Roach, chief executive officer and chairman of the board of Tandy Corporation, announced Tandy's active participation in the development of DCC technology with Philips Consumer Electronics of the Netherlands. "Tandy is working with Philips in the continuing development and commercialization of this exciting new digital recording technology for the consumer audio market," Roach said.

During a January 9 media briefing held with Philips at the winter Consumer Electronics Show in Las Vegas, Nev., Bob McClure, president of Tandy Electronics, announced Tandy would manufacture and market a family of consumer products using DCC technology in the United States.

The following day, in a special technology briefing attended by industry representatives and members of the press, John Roach demonstrated a prototype DCC player/recorder and fielded questions concerning Tandy's manufacturing and marketing plans for this revolutionary system.

During the January 9 press conference, McClure explained to the media representatives why Tandy has placed major emphasis on the development of digital recording technology. "We believe digital recording in both tape and disc formats will provide major growth in the consumer electronics in-



Photo by Don Shroyer, Fort Worth Star-Telegram

John Roach (standing), chief executive officer and chairman of the board of Tandy Corporation, conducts a technology briefing with Radio Shack field personnel following the Tandy digital compact cassette product announcement. Tandy's DCC demonstration at the recent Winter Consumer Electronics Show in Las Vegas, Nev., attracted large crowds and created great interest in this revolutionary system.

dustry over the next decade," he said. "DCC will eventually replace the analog cassette as the standard tape music carrier just as the compact disc has virtually replaced the LP album in the disc format."

The digital compact cassette system combines the benefits of compact cassette and compact disc into a single new sound carrier. DCC boasts superb digital sound quality in a cassette featuring the same external dimensions as the existing analog compact cassette while adding new quality features to the tape. Since DCC recorders and players will be auto-reverse there are holes on only one side of the cassette, leaving an entire side for album cover or customer notes. The cassettes are completely sealed like a 3 1/2-inch floppy disk. Playback of a DCC cassette is not subject to wow and flutter of the capstan because of the digital buffering in a solid-state memory which is clocked with crystal accuracy.

"We are pleased to be working with Philips and others in the continuing development of DCC," stated Bob McClure. "Together we represent the largest consumer electronics compan-

ies in our respective home markets. We are confident that this momentum, along with the other companies that will announce their participation in DCC, will accelerate its penetration into consumer markets. We look forward to the time in the near future when most consumer audio tape systems will have this significant quality advantage."

McClure stated that DCC hardware products will be manufactured at Tandy's advanced technology factory in Fort Worth, Texas. "We intend to use this factory because it currently produces large volumes of extremely high quality personal computer products and has proven experience in manufacturing and testing the latest digital technology," he said.

Tape for the digital compact cassettes is slated to be made at the Tandy Magnetic Media plant in Santa Clara, Calif. "This facility has been producing audio tape and videotape for our Memorex and Radio Shack brands for over 20 years," McClure said, "and our experience will provide a smooth adaptation to this new tape technology."



Photo by Don Stanfield, Radio Shack

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